Ok (? for help): mail joma
Subject: Sound Thinking

Proposal for sounds in the Electronic Whole Earth Catalog

5/24/88 -- Jonathan Evelegh

It has become apparent that we have two problems with sound already digitized on the Whole Earth Learning Disc:

1) aproximately 80% of the sounds will not load when using HyperCard 1.2.

2) the sound quality in many cases is quite unacceptable due to distortion and erratic levels.

To overcome these problems it is proposed to redo the sounds from scratch. We have demonstrated that it is possible to obtain a much higher sound quality than we have on the Learning Disc with closer attention being paid to input levels in the HyperSound program, with use of better equipment, and with the editing being done "live" with a disco mixer rather than with use of the SoundEdit program. It will still be necessary for Mike Coffey to do some programming to make longer sounds play with any reasonable amount of RAM using some sort of spooling set-up).

In the Music By Mail reviews there will be some new entries and rearrangement of current entries. One addition that seems promising would be to include a children's music section. There will be at least one sound excerpt for each featured catalog and the catalogs with many excerpts will be cut back to between five and ten excerpts each. This sound will be digitized direct from the original records or, where necessary, from the tapes provided by the distributors or mail order sources.

The bird calls from the Petersons Guide will also be

redigitized to a higher sound quality.

In addition it is proposed that more sounds be added throughout the disc. These sounds will be mostly additions to current entries rather than completely new items. The list that follows is broken into three areas of sound sources. PRERECORDED and LIVE are self-explanatory. The SOUND EFFECTS will hopefully come from the CD library of sound effects at Broderbund.

PRERECORDED sounds keyed to reviews:

COMMUNICATIONS
1. Audioforum Language tapes (keep language level skill in mind in review per RF).

2. Perpetuation And Preservation of Storytelling.

3. Educational Record Center.

4. Folkraft Records.

5. Elderly Instruments.

6. Homespun Tapes.

7. Experimental Musical Instruments.

COMMUNITY
None

CRAFT
None

HEALTH
1. The Love Tapes.

HOUSEHOLD
None

LEARNING
1. A Prairie Home Companion - Garrison Keillor.

2. Qur'an reading in Intro to Koran.

3. New Harbinger Publications at (415) 652-0215 for self-improvement tapes. ALL NEW ITEM (have book review in HEALTH for Relaxation & Stress Reduction Workbook).

4. John Holt's Book & Music Store.

LIVELIHOOD
None

MEDIA
1. New Dimensions Radio tapes.

2. Books on Cassette (Bowker big book).

3. Audio from Criterion: Cinema Collection.

4. The Mind's Eye.

5. Caedmon.

6. Recorded Books.

7. Listen For Pleasure books on tape catalog.

8. Cassette Activism and indie cassettes.

9. Pacifica Radio Archive Cassette Catalog.

10. American Audio Prose Library, Inc.

11. Books On Tape.

NOMADICS
None

PLACE
None

WHOLE SYSTEMS
1. Tapes Of The Night Sky from Astronomical Society Of The Pacific, 390 Ashton Ave., SF, 94112

2. Stephen Jay Gould has recorded versions of The Flamingo's Smile from Books On Tape (but read by

Grover Gardner).

LIVE sound keyed to reviews:

COMMUNICATIONS
1. Stewart Brand reading Ladle Rat Rotten Hut.

2. Musical Saw.

COMMUNITY
None

CRAFT
None

HEALTH
None

HOUSEHOLD
None

LEARNING
1. Boffer cracks.

2. Something from Johnson Smith Catalog.

3. Howard Rheingold reading from "They Have A Word For It"

LIVELIHOOD
1. Michael Phillips reading Four Illusions of Money (at least each illusion).

MEDIA
1. Shortwave radio scanning the frequencies.

2. Jerry Mander reading 4 Arguments.

3. Sounds in cartoon sequence of Four Arguments For The Elimination Of Television.

NOMADICS
1. Stewart Brand reading Hitchhiking : The Homilies.

PLACE

None

WHOLE SYSTEMS
None

SOUND EFFECTS keyed to reviews:

COMMUNICATIONS
1. Yamaha DX-7 & Casio CZ-101 reviews with button keyboard or other sample sounds. Pass to Paul Blankenship.

COMMUNITY
None

CRAFT
1. An explosion with "Why Government Surplus Is Cheap".

2. Sewing machine sounds.

HEALTH
None

HOUSEHOLD
None

LEARNING
None

LIVELIHOOD
None

MEDIA
1. Jam Session.

2. Teletype sounds with News From Abroad via Teletype.

NOMADICS
1. Sound of a bike for bike section, chains & gears (and likewise for cars, mopeds, horses, sailboats, etc. etc.??)

PLACE

1. Slaughter House sounds for Animal Rights.

WHOLE SYSTEMS
None

NO SPECIFIC DOMAIN:

1. Editorial sound tours of various sections or clusters from live recording.

2. "Theme" music for sections (should have an on/off switch) from sound effects library (use of original music could lead to legal problems).

3. Look for 20 or so books that we have reviews of which are also available as books on tape and include a sound button with those reviews to play a sample from the tape (as well as then providing access information for the tape versions).

********** Joanne: There it is. In broad outline, this is what we intend to do. We will change some of the specific choices, and we would appreciate any input from you all, esp. as regards marketing implications of the kind of sounds we are talking about using. Also, Mike C. will need to finalize his "spooler" before we can begin digitizing. He knows that, and I am sending him a copy of this FYI.

We definitely want to redo the sound and will bite the bullet as far as expense. We had originally planned on spending $1,000 to $2,000 on additional sound, and this proposal looks like it will probably cost us $4,000 to $5,000. We will be proposing that this unexpected additional expense be moved from the advance against royalty category to the production expense category -- what do you think? Since this is the kind of expense you as publisher would normally have to absorb, this solution seems fair to us. We are betting that the additional expense will be more than compensated for by increasing the marketability of the product. Hope that you agree.

Talk with you soon, Keith
****